

DIRECT ADVERTISING

CONFIRMATION SCHEDULE

CLIENT: COMMODORE BUSINESS MACHINES

PERIOD: NOV-DEC '79

PRODUCT: WATCHES

DATE: 2/10/79

MEDIUM	SIZE	NO. INS	PRICE PER INSERTION	COMM %	TOTAL	OCTOBER 1 8 15 22 29		NOVEMBER 5 12 19 26		DECEMBER 3 10 17 24					
1) NATIONAL PRESS															
Daily Mirror	Half Page	4	£4,305.00	15	£ 17,220.00			X	X*	X	X				
Sun	Half Page	3	£4,879.00	15	£ 14,637.00			X	X	X					
Sunday People	Half Page	4	£4,032.00	15	£ 16,128.00		4	18	2	9					
Sunday Mirror	Half Page	4	£4,620.00	15	£ 18,480.00		4	11	2	9					
					TOTAL PRESS										
					NET										
2) RADIO 30'SECONDS															
London:Capital	46 spots per week 4 weeks	4	£5,945.00 <i>per week</i>		£ 23,780.00			X X	X X						
								46 46	46 46						
Manchester - Piccadilly	38 spots per week 4 weeks	4	£2,464.50		£ 9,858.00			X X	X X						
								38 38	38 38						
					TOTAL RADIO										
					NET										
					OVERALL TOTAL:										
					NET TOTAL:										

DATE OF INSERTION
 Sun -Wed-Sat
 D.Mirror-Wed-Fri
 *Wed-Sat option

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historical society**

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